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# Research *focus*

## Why Travel Matters to the U.S. Economy

### Travel and Tourism is Critical to the U.S. Economy

- ◇ Generated **\$1.8 trillion** in ECONOMIC OUTPUT, with \$759 billion spent directly by domestic and international travelers that spurred an additional \$1 trillion in other industries.
- ◇ Each U.S. household would pay **\$1,000 MORE IN TAXES** without the tax revenue generated by the travel and tourism industry.
- ◇ Direct spending by resident and international travelers in the U.S. averaged \$2 billion a day, \$86.6 million an hour, \$1.4 million a minute and \$24,000 a second.
- ◇ Supported **14 million JOBS**, including 7.4 million directly in the travel industry and 6.7 million in other industries.



For more statistical information, click on this link below:

[http://poweroftravel.org/statistics/files/Louisiana\\_PowerofTravel.pdf](http://poweroftravel.org/statistics/files/Louisiana_PowerofTravel.pdf)

(Source: U.S. Travel Association, 2010)

May you have a wonderful Thanksgiving, a happy holiday season  
and a healthy, prosperous New Year. Thank you and best wishes!

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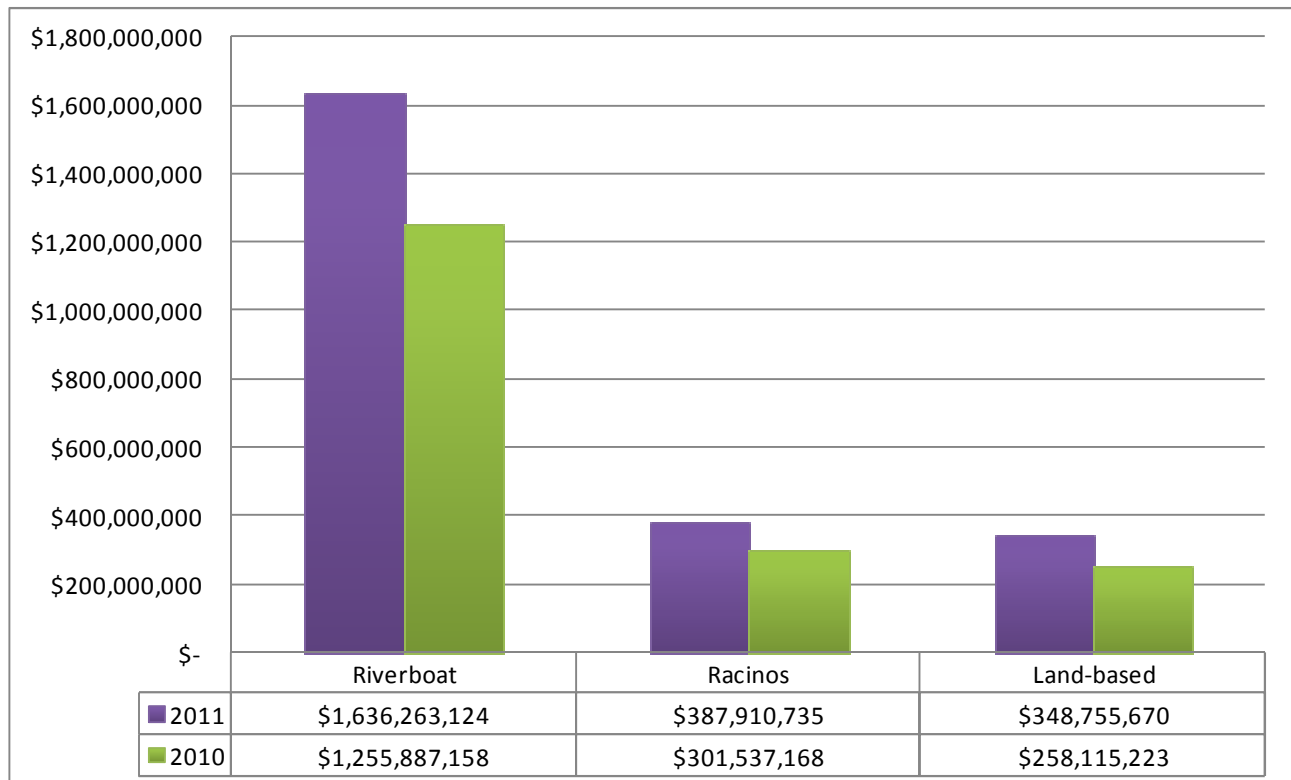
LouisianaTravel.com

### Louisiana Lodging Statistics

Occupancy (%)									
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
2011	52.6	61.5	69.4	65.7	64.2	63.8	61.9	56.2	54.5
2010	50.4	63.9	65.5	64.0	64.00	65.70	69.7	58.1	57.0
YTD Percent Change	4.4	-3.7	6.00	2.70	0.40	-2.80	-11.20	-3.2	-4.4
Average Daily Rate (ADR)									
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
2011	92.38	97.99	104.69	104.5	101.54	92.15	86.84	81.93	87.13
2010	87.49	97.98	98.33	99.81	98.79	87.80	88.85	80.51	84.30
YTD Percent Change	5.6	0.0	6.50	4.20	2.80	4.90	-2.3	1.8	3.4

Louisiana statewide occupancy rates saw a very slight decrease in September's occupancy over August (-1.7 percent); however, ADR was up from August .

### Year-to-Date Louisiana Gaming Gross Revenue

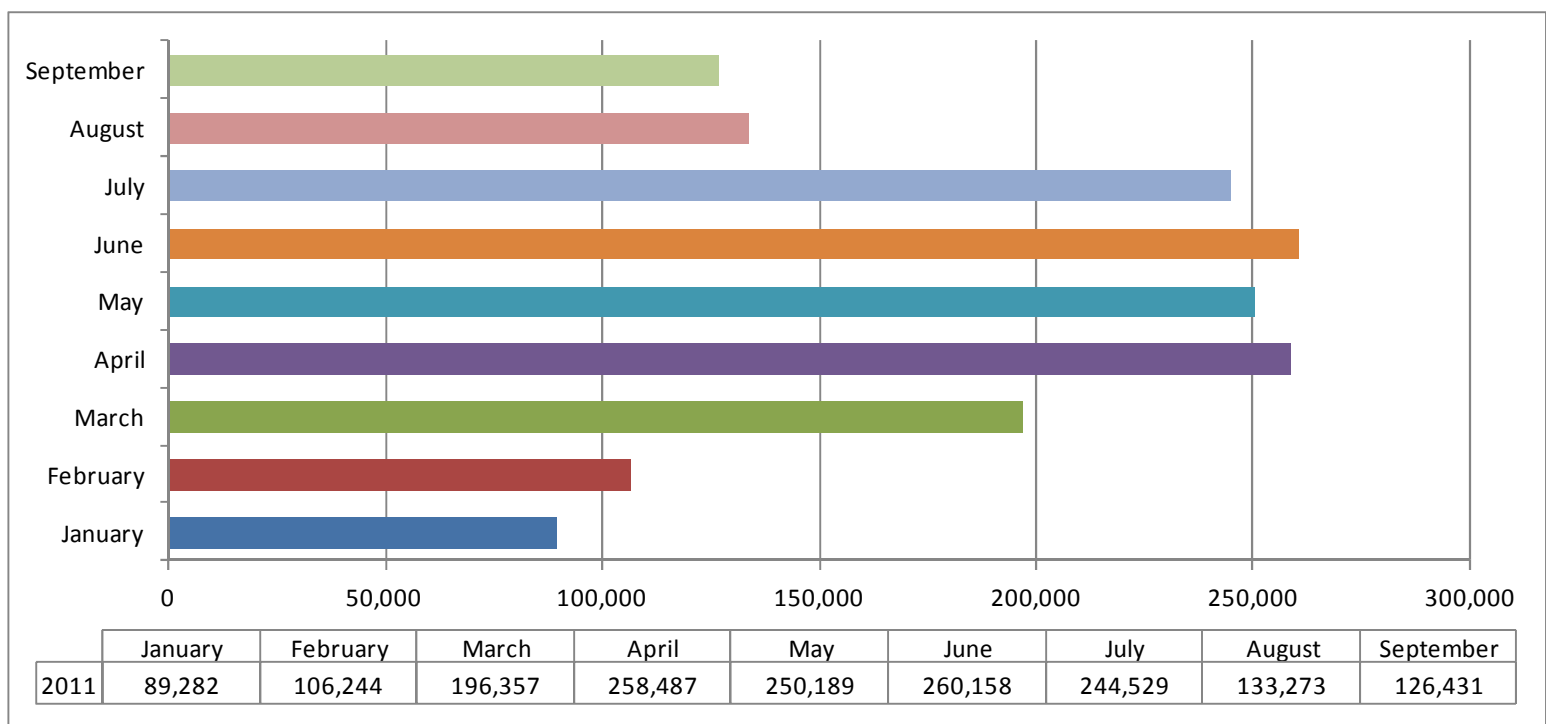


### Enplanements

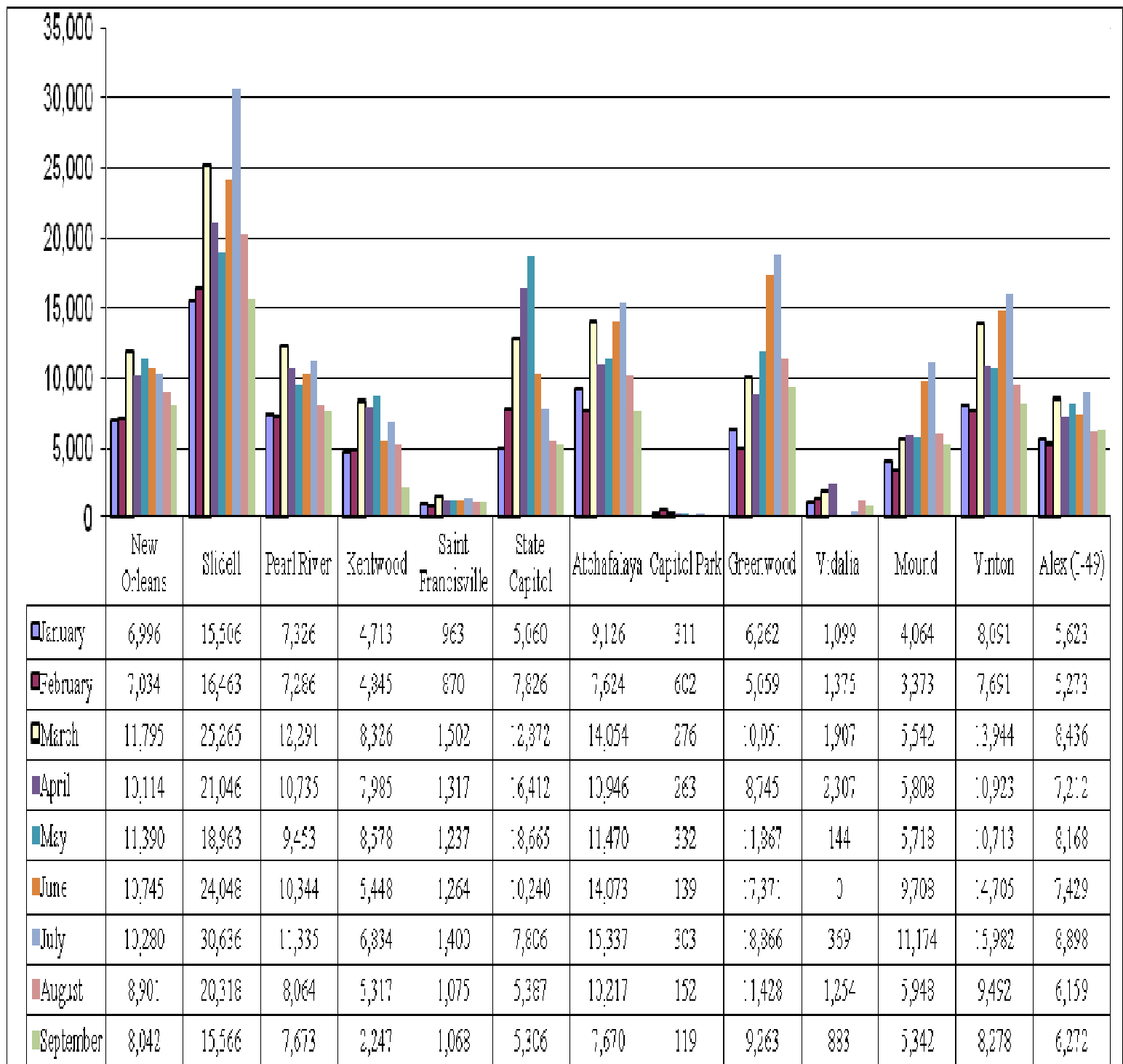
2011	New Orleans	Baton Rouge	Lafayette	Shreveport	Lake Charles	Monroe	Alexandria	Totals
January	321,970	28,355	16,372	18,929	4,877	8,647	13,433	<b>412,583</b>
February	307,684	26,650	13,723	16,482	3,873	6,833	16,483	<b>391,728</b>
March	404,851	35,070	19,118	21,726	5,069	9,630	14,233	<b>509,697</b>
April	384,027	35,997	18,867	21,660	4,901	8,166	12,479	<b>486,097</b>
May	425,685	39,030	20,945	26,021	5,552	10,104	14,442	<b>541,779</b>
June	385,736	35,938	20,927	28,129	5,344	unavailable	15,431	<b>491,505</b>
July	357,960	35,492	20,369	28,605	5,281	unavailable	14,217	<b>461,924</b>
August	308,885	31,708	unavailable	24,212	4,794	unavailable	18,760	<b>388,359</b>
September	308,394	32,380	unavailable	23,047	5,092	unavailable	unavailable	<b>368,913</b>
<b>Totals</b>	<b>3,205,192</b>	<b>300,620</b>	<b>130,321</b>	<b>208,811</b>	<b>44,783</b>	<b>43,380</b>	<b>119,478</b>	<b>4,052,585</b>

The YTD 2011 total represents an increase of 155,808 from the same period in 2010. Not reported in total: June, July and August enplanements for Monroe; August and September enplanements for Lafayette and September enplanements for Alexandria.

### Louisiana State Parks Monthly Visitation



### Welcome Center Visitation



**January — September 2011 Total Welcome Center Visitation = 943,408**

Welcome centers statewide are always interested in partnering with tourism commissions and convention and visitors bureaus with programs or displays for the centers. For more information, contact Nancy Broussard at 225.342.8122.



## *Join us in celebrating the Bicentennial of Louisiana's Statehood Official Kick-Off Event*

When: Nov. 29, 2011

Time: 5:30 p.m.

Where: Kent House Plantation in Alexandria, 3601 Bayou Rapides Rd.

RSVP: 800.551.9546

Festivities include food, music, and guest speaker retired Lt. Gen. Russell Honoré.

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In recognition of the 200<sup>th</sup> anniversary of Louisiana's statehood, Lieutenant Governor Jay Dardenne, the Louisiana Bicentennial Commission and the Louisiana Department of Culture, Recreation and Tourism present a chronology of historic and cultural milestones from Louisiana's entry into the United States in 1812 to 2012.

### **Louisiana: 200 Years of History and Culture**

- 1812** Louisiana becomes the USA's 18<sup>th</sup> state.
- 1830** Donaldsonville becomes the capital of Louisiana. The change is a compromise between American politicians in Louisiana who do not want the capital in New Orleans, and Creole politicians who want the capital to remain in an area where French language and culture remains prevalent.
- 1868** Louisiana Rep. John W. Menard is the first African-American elected to Congress during Reconstruction.
- 1901** Oil is discovered in Louisiana, six miles from Jennings in Jefferson Davis Parish.
- 1917** The Original Dixieland Jazz Band in New Orleans first records jazz music.
- 1993** Ernest Gaines' *A Lesson Before Dying* is published and wins a National Book Critics Circle Award for fiction.
- 2003** New Iberia native Kathleen Babineaux Blanco is elected as the first female governor in Louisiana history.
- 2006** The Atchafalaya River Basin is designated a National Heritage Area by the National Park Service.
- 2012** Louisiana celebrates 200 years of American statehood.

To learn more and to view facts from all 200 years, visit [www.LouisianaBicentennial2012.com](http://www.LouisianaBicentennial2012.com).

## Industry Research and Trends

### Travel Recovery Remains Strong

The U.S. outperformed the overall economy during 2011's first half with real U.S. travel and tourism output increasing at an annual rate of 2.8 percent in the first quarter and 2.6 percent in the second. Early reports also suggest that travel industry performance was better than expected this summer. But most economists, including those at Tourism Economics warn us to prepare for slower economic growth, and possibly a double-dip recession, in the coming months.

### Consumers are Key to Recovery

The consumer is the key to recovery but recent economic reports have been troubling. According to the Bureau of Economic Analysis, consumer spending, which rose 2 percent in 2010 (very weak for the early stages of a recovery) was up 2.1 percent in the first quarter but only 0.7 percent in the second. Real personal expenditures were stagnant in August after rising by 0.4 percent in July, as incomes dropped for the first time in almost two years.

According to Gallup, self-reported daily U.S. consumer discretionary spending declined for the second month in September, returning to March and April levels, some of the lowest of the year.

*(Source: U.S. Travel Outlook newsletter, October 2011)*

## TRAVEL TOPS THE DREAM LIST FOR BABY BOOMERS

A recent AARP national telephone survey asks 29,000 older adults to describe their “top dream.”

Two out of five older adults said that vacation and travel was their top dream, ranked above hobbies and interests (15 percent); kids, grandkids, family and friends (13 percent); faith and spirituality (6 percent); good health (6 percent) and career, job and work (5 percent).

A survey by the New York-based Focalyst Executive Forum found that more than 81 million older adults who were planning to travel in the next year planned to spend a total of \$126 billion. This economic potential does not go unnoticed by the travel industry.

More than 100 million Americans today are 45 or older, their households accounting for 91 percent of America's net worth. This group represents the largest, fastest growing, richest consumer market in the world, accounting for half of all consumer spending.

Research of older adults has resulted in the shattering of some stereotypes. Boomers are the wealthiest generation in history, and even though only 9 percent are truly affluent—defined as having pre-tax incomes of \$150,000 or more if employees, or \$100,000 or more if retired—this 9 percent will transform travel as we know it.

It seems there is no limit to what American s' adventure travel will entail. Travel brochures promote Mount Everest treks, tours to Galapagos turtle breeding grounds, retreats at monasteries and romps in exotic places. Although France is the top tourist destination in the world with 75 million visitors in 2009, the U.S. profits the most money from tourism—more than \$87 billion. In addition, Americans have become the top international tourists.

In such a highly dynamic environment, airlines need to develop specific marketing strategies to cater to the needs of older travelers. In terms of representing the needs of boomers and the aging population, cruise ships are doing a better job than airlines. And there is no loyalty. More than half of all boomers agree that in today's marketplace, it does not pay to be loyal to one brand or one method of travel.

*(Source: San Diego Union-Tribune, 9/13)*

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**"The way to do research is to attack the facts at the point of greatest astonishment."**  
*--Celia Green, British writer and philosopher*

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